

# **Building a toy sales website for The Luc Company - Ha Dong - Hanoi**

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**Abstract:** In the context of the rapidly growing online retail market, this topic aims to research and design a specialized website for displaying and selling Vietnamese toy products of The Luc Company - Ha Dong - Hanoi. The main objective is to improve business efficiency by optimizing user experience on the digital platform. The research methodology includes analyzing market demand, evaluating competitor websites, and deploying modern technologies such as blockchain to enhance transaction transparency. The topic is expected to contribute to the development of e-commerce in the Vietnamese toy industry while raising awareness of local products.

**Keywords:** Online retail website, Vietnamese toys, e-commerce, blockchain, user experience optimization